



THINKING ABOUT STRATEGY

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WORKING DEFINITION

- A short, intermediate and long-term plan that details both the direction and velocity of an individual or an organism.
- The plan must have both fixed and flexible options.
- The impact for the entire organization is explained as well as the projected impact this organization will have on other similar or dissimilar organizations.



INDIVIDUAL IMPLICATIONS

Some people have a strategy:



Some people do not:



WHAT IS VELOCITY?

- Velocity is the rate and direction of change.

Individual Examples

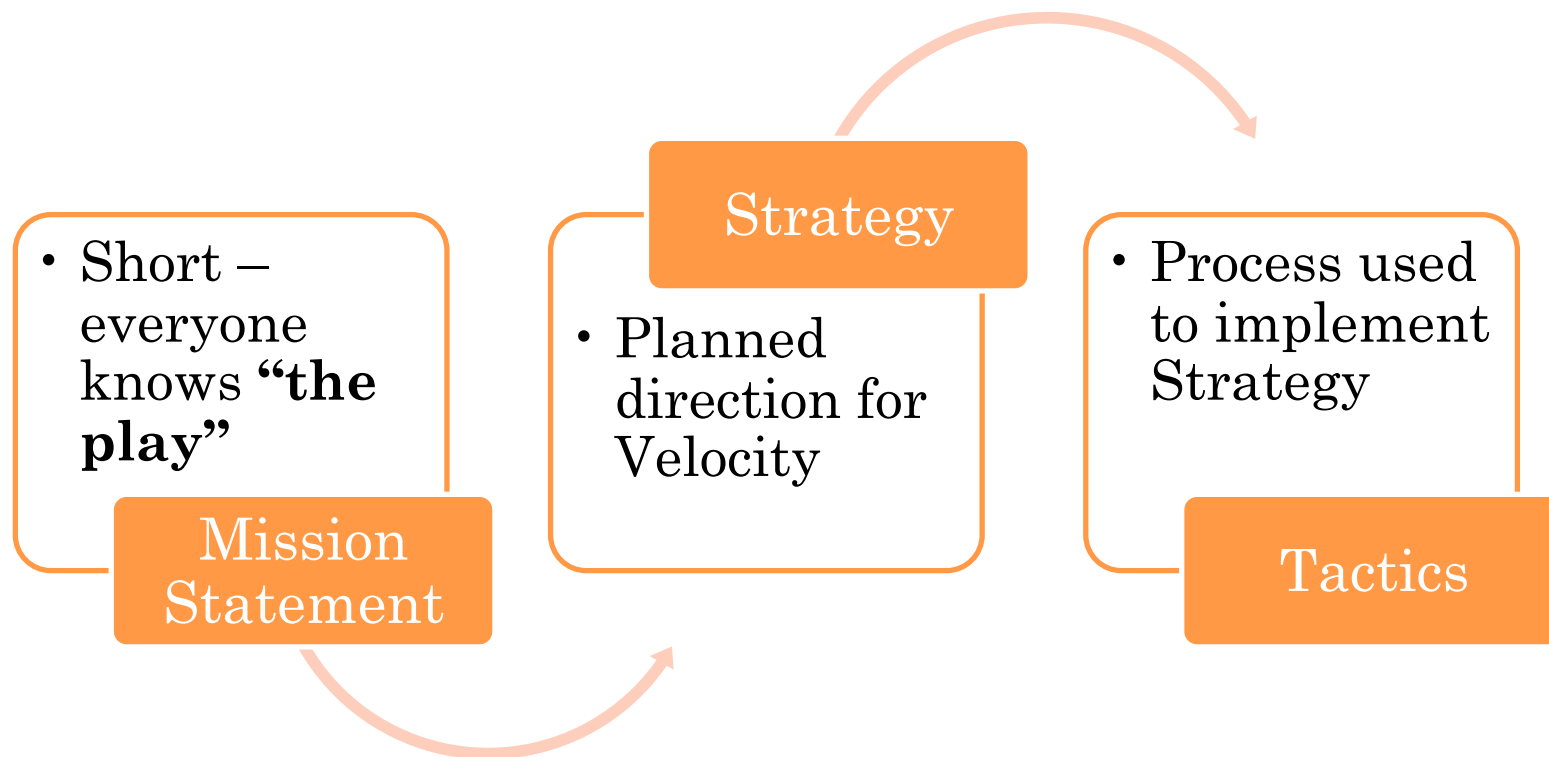
- Donald Trump was born with more money and less debt than he has now – *low velocity*.
- Prince William, born a Prince, will probably die a King – *low velocity*.
- Someone who has parents that did not graduate from high school, who has a doctorate degree, and is now teaching college – *high velocity*.

Organizational Examples

- Google, Amazon, Apple, Zappos – moving fast; coming out of nowhere, they appeared.



STRATEGY



A STRATEGY IS AN “IRREDUCIBLE COMPLEXITY”

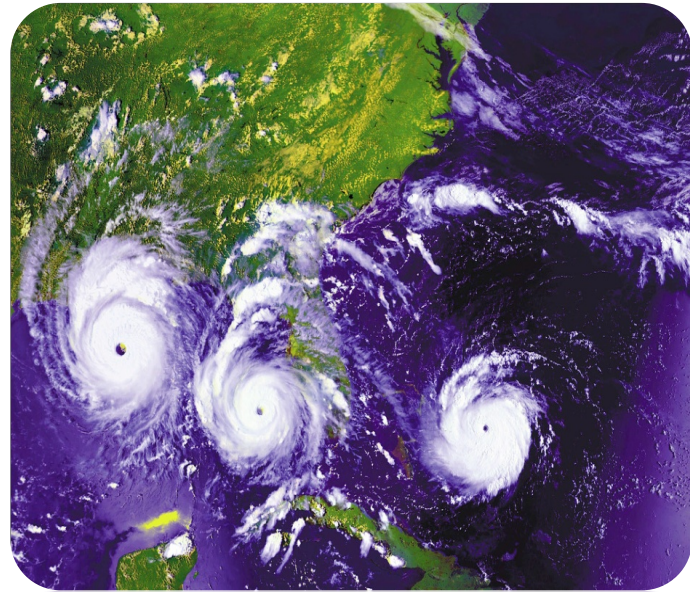
An irreducible complexity cannot be explained by just understanding the parts – you have to see the parts in relation to the whole; like the mouse trap.



LOOKING AT SYSTEMS: LIKE A HURRICANE

- Velocity
- Wind
- Water

Moving in a circular pattern.



YOU CAN'T UNDERSTAND THE MOUSE TRAP UNTIL YOU UNDERSTAND ALL OF THE "PARTS"

Just like strategy:

- Short Term
- Intermediate
- Long Term
- Projected Velocity
- Contingency Plan
- Incorporate all of the Landscape/Boundaries/
Authority/Roles/Tasks
- Financial Implications



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